ROI Essentials: How to Measure the Impact of Your Media

PR News Media Relations Summit

#mediarelations13

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- Sample Clients:

Why Measure? Part I

1. Prove the Value of Public Relations Activities

2. Prove Ongoing Improvement in Performance

3. Garner Support for Increased Investment

4. Don't Get Fired

Why Measure? Part II

- Goals Motivate

- Goals Delineate Success

- Goals Drive Creativity & Problem Solving

Photo Source: 107jamz.com

Measure What Matters To the C-Suite

1. Money
   - Making, Saving, Spending

2. Customers
   - They Bring the Money

3. Leads
   - They Bring the Customers

4. Exposure
   - It Brings the Leads

Measure What Matters To the C-Suite

- Employees

- Products/Services

- Stock Price

- Reputation

- Recruiting

- Customer Retention

- Market Penetration

- Market Share

Don't Measure Based on Convenience

- Will Press Release Pick Up Get You Promoted?

- Will Ad Equivalency Equal More Budget?

- Will 1000 Likes Make the CEO Like You More?

- Will the Number of ReTweets Ever Be Shared on an Earnings Call?

  No One Gives A Shit About Your Klout Score

Goal Setting

- Identify Business Objectives

- Set Priorities

  – Understand what you can and cannot influence through PR

- Architect Programs to Achieve Goals

  – Re-engineer existing programs

- Cease Programs & Activities That Don't Map to Goals

  – Put those resources back into achieving goals

Goals Vs. Objectives

Goals	Objectives
Broad	Narrow
Intangible	Tangible
Infinite	Finite
Abstract	Concrete
Open Ended	Bound by Time

Goal Setting

Ensure your goals are realistic:

- ✓ Grounded in reality?
  - Based on past performance
  - Takes into consideration current and future audience participation
- ✓ Backed by resources (human and financial)?
- ✓ Executive commitment/support from the C-suite?

Personal Examples

Goals	Objectives
Lose Weight	Lose 50 lbs. by June 2014
Be A Better Person	200 Hours of Volunteering Donate 10% of Income in 6 Months
Get an Education	Complete Masters in Communications by 2016
Better Work/Life Balance	Leave Work by 6pm Every Day for Next 30 Days
Save Money	Put $500 in 401K Every Month for 3 Years

Business Examples

Goals	Objectives
Increase Awareness	Secure 20 Articles in Top Tier Publications (NYT, WSJ, Fortune etc.) in 12 Months
Strengthen Analyst Relations	Brief Top 10 Analyst Firms and Secure Inclusion in 5 Analyst Reports by Dec. 2014
Increase Share of Voice	Compare Media Coverage of Top 5 Competitors on Quarterly Basis and Increase from 10% to 20% in 18 Months
Generate Leads	Increase Subscriptions Referrals from Media Sites by 50% by June 2014

Measurement Methodologies

1. Surveys: Ask and Tally Results

2. Scores: Create Indices or Scoring Mechanism

    -   Quantity: sheer volume of media hits

    -   Quality: weighted value for Tier 1,2 or 3 or feature vs. mention

3. Correlations: Outputs, Outcomes and Business Results

    -   Track PR events against lead generation (online, email, phone etc.)

    -   Track PR events against web traffic or registrations

4. Check Boxes: Meeting Specific, Finite Objectives

    -   Number of articles, press releases, event attendees, registrations, downloads, revenue (dollar value)

Outputs, Outcomes & Business Objectives

Activity	Impact	
Outputs	**Outcomes**	**Business Outcome**
• Press Release	• NY Times Article	• 15% Spike in Sales
• Speaking Submission	• Speak at Industry Event	• Secure 2 New Customers
• Corporate Video	• 10,000 Views on YouTube	• Increase Web Traffic 22%
• Award Submission	• Win Award	• +50 New Business Leads

Architecting for Measurement

1. Set Goals & Objectives

2. Identified Program Elements

3. Build with Measurement in Mind

   - Tripwires

   - Milestones

   - Operational Changes

   - Analytics (Your New BFF)

Photo Source: HaveYouHeard.net

Architecting for Measurement

Incorporate tracking links and measurement techniques into your social media program

- bit.ly
- ow.ly
- Google Analytics
- Radian 6

546 clicks on your bitly links **since Aug 8, 2013**

| Clicks | ▼ | Past 30 Days | ▼ |
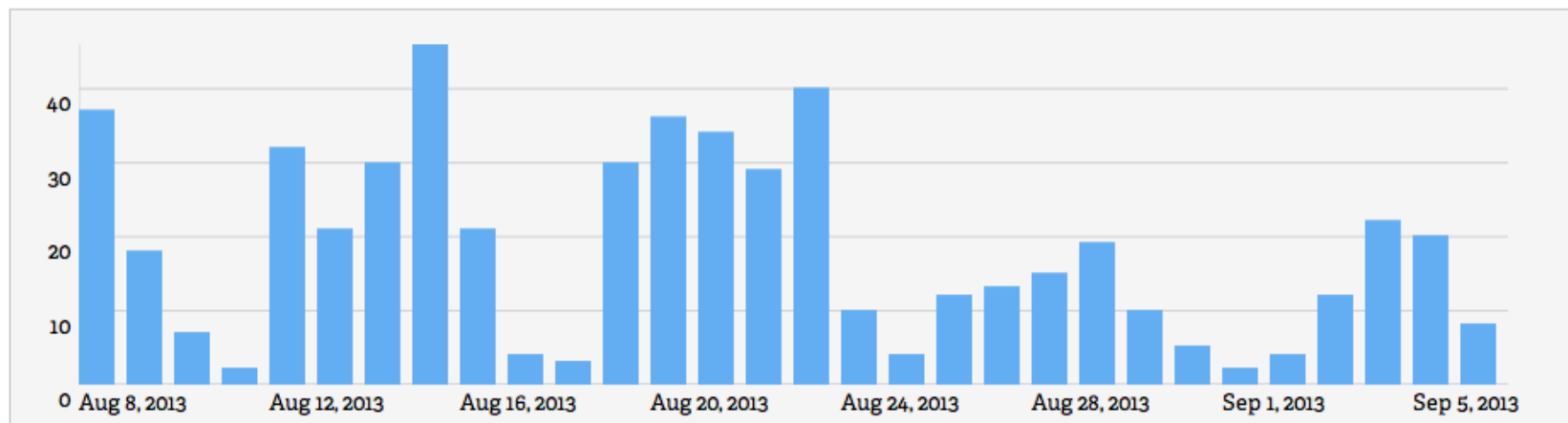
Build Your Own Dashboard

6 Step Approach:
1. Measure
2. Track
3. Trip
4. Analyze
5. Tweak
6. Repeat

Holy Grail: Revenue Data

Simple Social Media Measurement Matrix
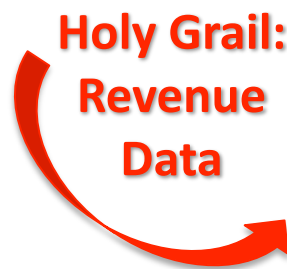
Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# of Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# of Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# of Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link Backs	# of Clicks to Website	# of Leads
Blog Commenting		# of Comments	# of Responses	# of Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link Backs	# of Clicks to Website	# of Leads

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Radware

Establish as Leading Security Experts

Program: Top Business Top IT Media

130+ Hits Commentators FOX, CNN, MSNBC

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Dealnews

Business Goal: Web Traffic

Program: High Traffic Media Online

Outcome: +300K Views = $225K in $

Regus

Business Goal:
350 Leads Q4

Program:
Integrated Marketing

Outcome:
790 Leads
$1M Revenue
90 days

Sophos

Business Goal: Web Traffic

Program: Top Tier Media (50)

Outcome: From .5M Views to 1.8M

Proclivity
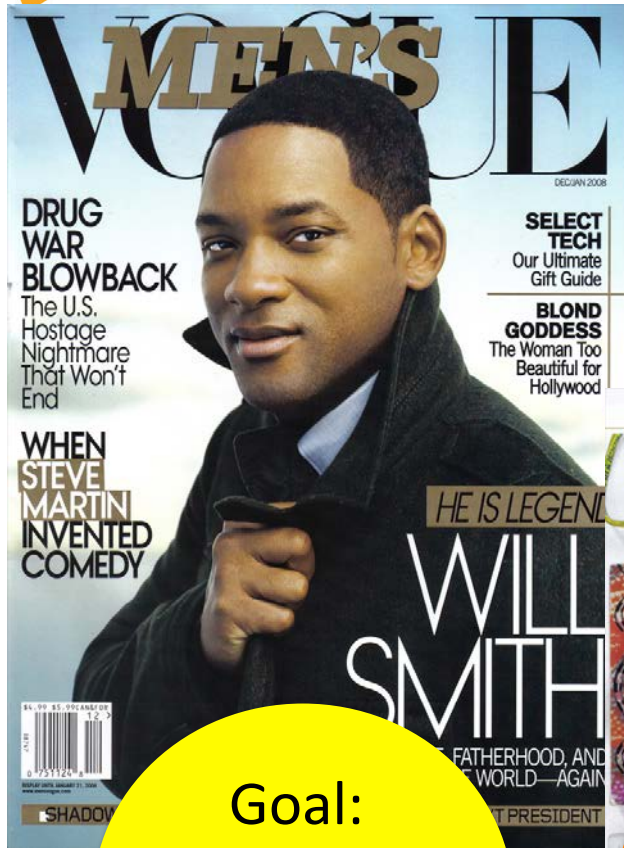
Goal:
Retail
Customers

Program:
Target Retail
Media

Outcome:
+1 Marquee
Customer:
Barney's NY

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Proclivity

The New York Times

Guessing the Online Customer's Next Want

By ERIC A. TAUB
Published: May 19, 2008

Marketers have always tried to predict what people want, and then get them to buy it.

Among online retailers, pushing customers toward other products they might want is a common practice. Both Amazon and Netflix, two of the best-known practitioners of targeted upselling, have long recommended products or movie titles to their clientele. They do so using a technique collaborative filtering, basic previous purchase ared to othe

Inc.

STARTUP   GROW   LEAD   INNOVATE   PEOPLE   MONEY

SALES

Ever Wish You Could Read Your Customers' Minds? BY TAMARA SCHWEITZER

A weekly look at the latest products and services designed to help you run a better business.

0 SHARES | SHARE THIS ARTICLE

If only you had a crystal ball for business.

s seeks to provide just tha   t helps business
their customers' sp   ze sales.

er predictive   ze a customer's
ntify their i   The program
lected and t   ber of
y a certain pr   what price

Business Goal: Investors

Program: Business Media

Outcome: $6.2 M Investment

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Parting Thoughts

- Analytics Are Your Best Friend

- Understand the Business of Your Business

  - Financials, Earnings Calls, Annual Report

- Make PR a Revenue Center Vs. Cost Center

- Speak in a Language the C-Suite Understands

I ♥ Measurement

Thank You

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